

# **Pasco Community Health Improvement Plan**

**2012-2013**

Goals, Strategies and Objectives  
by Strategic Priority Area

# Pasco County Community Health Improvement Plan

## Strategic Priority Areas and Associated Goals

### **Access to Care**

Limited access to health care services, may contribute to poor health outcomes and high health care costs. Many socioeconomic and social determinates influence health outcomes. The public health system should:

- Improve availability of services
- Reduce barriers to services
- Inform, educate and empower residents to make health care decisions

### **Chronic Diseases and Conditions**

Obesity, sedentary lifestyle, tobacco and poor nutrition are risk factors for numerous chronic diseases and they exacerbate others, including heart disease, cancers, diabetes and chronic lower respiratory disease. The public health system should:

- Promote healthy living
- Prevent chronic disease and conditions
- Advocate and educate for healthier communities

### **Key Health Issues**

The Pasco County Health Assessment meetings were held from January 2011-September 2011 as part of the Pasco County Health Needs Assessment. The group discussed key health issues which included maternal and child health issues, unintentional injuries, access to care and chronic diseases and condition. Group members then collapsed and prioritized these key health issues while keeping focus on substance abuse issues that impact both areas. The next pages lay out the group's recommendations and action steps for Access to Care and Chronic Diseases and Conditions.

## **Strategic Priority: Improving Access to Care**

### **Goal AC1: Improve Availability of Services**

**Strategy:** Reduce professional health care shortages for the underserved by supporting Mobile Medical Unit services and increase the number and diversity of volunteer providers of specialty care.

**Objectives:**

AC1.1 By December 31, 2012 increase by 5 (baseline: 4) the number of partners participating in the Mobile Medical Unit site visits.

AC1.2 By June 30, 2013 increase by 10% the number of health care provider volunteers (baseline: PDO= 0, VHS=137, MRC=54) providing services to the medically indigent residents of Pasco.

### **Goal AC2: Reduce Barriers to Services**

**Strategy:** Address health care service barriers by linking people to continuous and coordinated quality care when they have no medical home and increase the number of residents that enroll in benefits through ACCESS Florida and/or KidCare.

**Objectives:**

AC2.1 By December 31, 2012, 100 Pasco County residents will receive information on community resources for care in Pasco County.

AC2.2 By December 31, 2012, develop a process and system to collect and report Mobile Medical Unit utilization data and Mobile Medical Unit clients' use of referral services.

AC2.3 By December 31, 2012, establish a system for making ACCESS available in conjunction with the Mobile Medical Unit.

### **Goal AC3: Inform, Educate and Empower Residents to Make Health Care Decisions**

**Strategy:** Raise awareness and enhance skills among providers and consumers on use of the health care system and empower citizens and providers to advocate for improved mental health and substance abuse care.

**Objectives:**

AC3.1 By December 31, 2012, support Alliance for Substance Abuse Prevention's implementation of Provider education and Safe RX Campaign.

AC3.2 By June 30, 2013, link community stakeholders to 2 Suicide Prevention Gatekeeper Trainings.

## **Strategic Issue Area: Chronic Diseases and Conditions**

### **Goal CD1: Promote Healthy Living to Prevent Chronic Disease and Conditions**

**Strategy:** Raise awareness among business and community partners on the importance and benefits of providing information and enhancing skills and opportunities for healthy behaviors.

**Objectives:**

CD1.1 By December 31, 2012, develop a partnership for promoting healthy lifestyle among local businesses, coalitions, associations, faith based organizations, health departments, citizens, educators, sporting good retailers, etc.

**Strategy:** Raise awareness and skills among providers and consumers on the importance and benefits of healthy behaviors and modify barriers/opportunities for self management.

**Objectives:**

CD1.2 By June 30, 2013 100 health professionals, outreach workers and students will be provided with training and education on chronic disease prevention and how to make appropriate referrals.

CD2.3 By June 30, 2013 develop multilingual educational resources to be used in communication efforts.

### **Goal CD2: Advocate and Educate for Healthier Communities**

**Strategy:** Collaboratively assess and report findings to policy makers and community on nutrition related issues in Pasco and create community support for healthy behaviors.

**Objectives:**

CD2.1 By June 30, 2013 complete CHANGE tool assessments and disseminate findings for the purpose of advancing community efforts.

CD2.2 By June 30, 2013 complete at least 1 meeting with policy makers to share CHANGE tool assessment results and food insecurity issues in Pasco.

## Access to Care Action Plan

<b>Strategic Priority: Improving Access to Care</b>			
<b>Goal AC1: Improve Availability of Services</b>			
<b>Strategy: Reduce professional health care shortages for the underserved by supporting Mobile Medical Unit Services and increase the number and diversity of volunteer providers of specialty care.</b>			
<b>Objective: AC1.1 By December 31, 2012 increase by 5 (baseline: 4, DO, PCHD, Human services, MRC) the number of partners participating in the mobile medical unit site visits.</b>			
<b>Tasks/Action Steps</b>	<b>Lead Role/Resources</b>	<b>Evaluation Measure</b>	<b>Timeline</b>
1. Identify possible add on services. Dental, Dermatology, Mental Health, Diabetes  2. Obtain calendar of visits Van will run 20-25 hours a week. No nights or weekends. 3. Coordinate add on services	1. Billy Gabbard will make contact with University of Florida (UF) College of Dentistry.  2. Public Defenders Office (PDO) is interviewing drivers and nurses.  3. Shanna Shea of the Public Defenders Office	1. Community Alliance, UF, The Harbor  2. Facebook/website  3. PDO	1. July 15, 2012  2. December, 2012  3. On-going

<b>Strategic Priority: Improving Access to Care</b>			
<b>Goal AC1: Improve Availability of Services</b>			
<b>Strategy: Reduce professional health care shortages for the underserved by supporting Mobile Medical Unit Services and increase the number and diversity of volunteer providers of specialty care.</b>			
<b>Objective: AC1.2 By June 30, 2013 increase by 10% the number of health care provider volunteers (baseline: PDO= 0, VHS=137, MRC=54) providing services to the medically indigent residents of Pasco.</b>			
<b>Tasks/Action Steps</b>	<b>Lead Role/Resources</b>	<b>Evaluation Measure</b>	<b>Timeline</b>
1. Collect information on opportunities for volunteer medical services in Pasco county  2. Increase web access to information on volunteer services  3. Create presentation to increase awareness on volunteer opportunities in Pasco	1.  2. Pasco CHD  3. Pasco CHD/PHCC	1.  2. Links on web to volunteer service  3. Presentation	1. September 30, 2012  2. October 31, 2012  3. December 31, 2012

4. Garner free media coverage for National Volunteer Month	4. Pasco CHD or work group	4. Documented media coverage	4. April 30, 2013
5. Present to various groups of potential volunteers: <ul style="list-style-type: none"> <li>• USF residents,</li> <li>• social workers</li> <li>• nursing students</li> <li>• Specialty providers</li> <li>• Medical associations</li> <li>• Private practices and others</li> </ul>	5. Patricia Bates will contact USF residents/PHCC/ Rasmussen/ Good Sams/ Premiere/PDO	5. List of presentations	5. June 30, 2013
<b>Notes:</b>			

<b>Strategic Priority: Improving Access to Care</b>			
<b>Goal AC2: Reduce barriers to services</b>			
<b>Strategy: Address health care service barriers by linking people to continuous and coordinated quality care when they have no medical home and increase the number of residents that enroll in benefits through ACCESS Florida and/or KidCare..</b>			
<b>Objective: AC2.1 By December 31, 2012, 100 Pasco County residents will receive information on community resources for care in Pasco County.</b>			
<b>Tasks/Action Steps</b>	<b>Lead Role/Resources</b>	<b>Evaluation Measure</b>	<b>Timeline</b>
1. Develop population specific materials that can be distributed on the mobile medical Unit.  2. Educate population on how to use their benefits once they have them.	1. Mobile unit staff/Health Department  2. Mobile Van staff as well as staff at sites when appropriate.	1. Document  2.	1. June 30, 2013  2. Ongoing
<b>Notes:</b>			

<b>Strategic Priority: Improving Access to Care</b>			
<b>Goal AC2: Reduce barriers to services</b>			
<b>Strategy: Address health care service barriers by linking people to continuous and coordinated quality care when they have no medical home and increase the number of residents that enroll in benefits through ACCESS Florida and/or KidCare.</b>			
<b>Objective: AC2.2 By December 31, 2012, develop a process and system to collect and report Mobile Medical Unit utilization data and Mobile Medical Unit clients' use of referral services.</b>			
<b>Tasks/Action Steps</b>	<b>Lead Role/Resources</b>	<b>Evaluation Measure</b>	<b>Timeline</b>
1. Determine what will be	1. PDO/PCHD/ARNP	1. Tracking tool	1. September

tracked.			30, 2012
2. Establish process for collecting data	2. PDO/PCHD/ARNP	2. Procedure for collecting data	2. November 30, 2012
3. Implement	3. PDO/PCHD/ARNP	3. Tracking tool initiated	3. December 31, 2013
<b>Notes:</b>			

<b>Strategic Priority: Improving Access to Care</b>			
<b>Goal AC2: Reduce barriers to services</b>			
<b>Strategy: Address health care service barriers by linking people to continuous and coordinated quality care when they have no medical home and increase the number of residents that enroll in benefits through ACCESS Florida and/or KidCare.</b>			
<b>Objective: AC2.3 By June 30, 2013, refer all feasible Mobile Medical Unit locations that are not currently an ACCESS partner to the Department of Children and Families Community Partner Liaison to encourage partner contracts.</b>			
<b>Tasks/Action Steps</b>	<b>Lead Role/Resources</b>	<b>Evaluation Measure</b>	<b>Timeline</b>
1. Shanna to meet with DCF	1. Public Defenders office and DCF	1. System for including ACCESS	1. Done
2. Continue to refer sites that are not currently providing ACCESS	2. Public Defenders office	2. Number of sites	2. Ongoing
<b>Notes:</b>			

<b>Strategic Priority: Improving Access to Care</b>			
<b>Goal AC3: Inform, educate and empower residents to make health care decisions</b>			
<b>Strategy: Raise awareness and enhance skills among providers and consumers on use of the health care system and empower citizens and providers to advocate for improved mental health and substance abuse care.</b>			
<b>Objective: AC3.1 By December 31, 2012, support ASAP's implementation of Provider education and Safe RX Campaign.</b>			
<b>Tasks/Action Steps</b>	<b>Lead Role/Resources</b>	<b>Evaluation Measure</b>	<b>Timeline</b>
1. Assist with development of physician practice toolkit.	1. Health Department	1. Tool kit	1. December 31, 2012
2. Participate in educating physician practices and distributing "tool kits".	2. All	2.	2. December 31, 2103
3. Utilize available	3. All	3.	3. December 31,

communication networks to share information with providers.			2013
<b>Notes:</b>			

<b>Strategic Priority: Improving Access to Care</b>			
<b>Goal AC3: Inform, educate and empower residents to make health care decisions</b>			
<b>Strategy: Raise awareness and enhance skills among providers and consumers on use of the health care system and empower citizens and providers to advocate for improved mental health and substance abuse care.</b>			
<b>Objective: AC3.2 By June 30, 2013, provide community partner access to 2 (baseline: 0) Suicide Prevention Gatekeeper Trainings.</b>			
<b>Tasks/Action Steps</b>	<b>Lead Role/Resources</b>	<b>Evaluation Measure</b>	<b>Timeline</b>
1. Determine length of program need	1. Pasco Aware/School Health Services/Pasco CHD	1. Curriculum outline	1. December 31, 2012
2. Schedule 2 trainings with Pasco Aware	2. Pasco Aware/School Health Services/Pasco CHD	2. Save the date	2. December 31, 2012
3. Market program to local providers	3. PATH/Pasco Aware/School Health Services/Pasco CHD	3. Documentation of marketing	3. January – March 2013
4. Coordinate and provide training	4. Pasco Aware/School Health Services/Pasco CHD	4. Sign in sheets, documentation	4. June 30, 2013
<b>Notes:</b>			

### Chronic Disease Action Plan

<b>Strategic Priority: Chronic Diseases and Conditions</b>			
<b>Goal CD1: Promote healthy living to prevent chronic diseases and conditions</b>			
<b>Strategy:</b>			
<ul style="list-style-type: none"> <li>• Raise awareness among business and community partners on the importance and benefits of providing information and enhancing skills and opportunities for healthy behaviors (nutrition, exercise, tobacco, substance abuse and mental health).</li> </ul>			
<b>Objective:</b>			
<b>CD1.1 By December 31, 2012, develop a partnership for promoting healthy lifestyle among local businesses, coalitions, associations, faith based organizations, health departments, citizens, educators, sporting good retailers, etc.</b>			
<b>Tasks/Action Steps</b>	<b>Lead</b>	<b>Evaluation</b>	<b>Timeline</b>

	<b>Role/Resources</b>	<b>Measure</b>	
1. Identify 1 health and 1 business leader champion	1. Deanna and group	1. Champion committed	1. September 30, 2012
2. Craft compelling message/fact sheet to share	2. Deanna/Lisa/Lynda	2. Fact sheet and power point created	2. September 30, 2012
3. Present to PATH	3. Champions	3. Agenda	3. October 24, 2012
4. Present to associations and others to recruit members	4. Deanna and Lynda and others	4. List of presentations	4. October – December 2012
5. Schedule 1 <sup>st</sup> meeting	5. Deanna and Champions	5. Save the date posted	5. October 24, 2012
6. Create and send invite list	6. Deanna and Champions	6. Documentation	6. October 31, 2012
7. Have 1 <sup>st</sup> meeting	7.	7. Sign in sheet	7. December 31, 2012
<p><b>Notes:</b> 10/17 planning committee will move forward without champions identified. On task to meet deadlines. DK Mission of Get Health Pasco Coalition: Improving community wellness through healthy lifestyle choices that prevent chronic disease. Get Healthy Pasco! will share resources; <b>promote policies</b>, physical environments, and systems-changes that improve community wellness.</p>			
<p><b>Goal CD1: Promote healthy living to prevent chronic diseases and conditions</b></p>			
<p><b>Strategy: Enhance skills among providers and consumers on the importance and benefits of healthy behaviors and modify barriers and opportunities for self management.</b></p>			
<p><b>Objective: CD1.2 By June 30, 2013 100 health professionals, outreach workers and students will be provided with training and education on chronic disease prevention and how to make appropriate referrals.</b></p>			
<b>Tasks/Action Steps</b>	<b>Lead Role/Resources</b>	<b>Evaluation Measure</b>	<b>Timeline</b>
1. Develop unified message Train allied health students	1. AHEC/Rasmussen	1. Message	1. June 30, 2013
2. Train outreach workers/ allied health students/ medical providers	2. Kim Schuknecht/Deanna	2. Training dates	2. June 30, 2013
3. Utilize Harvest your Resources to educate front line worker and outreach workers			

<b>Strategic Priority: Chronic Diseases and Conditions</b>			
<b>Goal CD1: Promote healthy living to prevent chronic diseases and conditions</b>			
<b>Strategy: Raise awareness and skills among providers and consumers on the importance and benefits of healthy behaviors and modify barriers and opportunities for self management.</b>			
<b>Objective: CD1.3 By June 30, 2013 develop multilingual educational resources to be used in communication efforts.</b>			
<b>Tasks/Action Steps</b>	<b>Lead Role/Resources</b>	<b>Evaluation Measure</b>	<b>Timeline</b>
1. Research, review and select free educational materials that address identified issues.	1. Coalition	1. Educational materials chosen	1. December – March 2013
2. Translate materials to Spanish	2. Coalition	2. Translated materials	2. March 31, 2013
3. Disseminate resources to providers	3. Coalition	3. Documentation of electronic and paper resources available	3. June 30, 2013
4. Pass information onto community	4. Coalition/Rasmussen	4. Materials posted to web for community education	4. June 30, 2013
<b>Notes:</b>			

<b>Strategic Priority: Chronic Diseases and Conditions</b>			
<b>Goal CD2: Advocate and educate for healthier communities</b>			
<b>Strategy: Collaboratively assess and report findings to policy makers and community on health behaviors in Pasco and create community support for healthy behaviors.</b>			
<b>Objective: CD2.1 By June 30, 2103 complete CHANGE tool assessments and disseminate findings for the purpose of advancing community efforts.</b>			
<b>Tasks/Action Steps</b>	<b>Lead Role/Resources</b>	<b>Evaluation Measure</b>	<b>Timeline</b>
1. Introduce CHANGE tool to coalition	1. Coalition/PCHD	1. Documentation of CHANGE Introduction	1. December 31, 2012
2. Identify assessment team	2. Coalition/PCHD	2. Names of CHANGE Assessment Team	2. January 31, 2013
3. Train assessment team	3. Coalition/PCHD	3. Documentation of training	3. February 28, 2013
4. Develop assessment strategy	4. CHANGE Assessment Team	4. Summary of Strategy	4. February 28, 2013
5. Complete assessments/Gather data		5. CHANGE tool	5. March 30,

6. Share results	5. CHANGE Assessment Team 6. Coalition	summary document 6. Results posted to web	2013 6. June 30, 2012
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**Notes:**

**Strategic Priority: Chronic Diseases and Conditions**

**Goal CD2: Advocate and educate for healthier communities**

**Strategy: Collaboratively assess and report findings to policy makers and community on health behaviors in Pasco and create community support for healthy behaviors.**

**Objective: CD2.2 By June 30, 2013 complete at least 1 meeting with policy makers to share CHANGE tool assessment results and food insecurity issues in Pasco.**

<b>Tasks/Action Steps</b>	<b>Lead Role/Resources</b>	<b>Evaluation Measure</b>	<b>Timeline</b>
1. Determine appropriate meeting to attend and present based on timeline and meeting schedules	1. Coalition or workgroup	1. Scheduled date for presentation	1. December 31, 2012
2. Develop information to be presented	2. Coalition or workgroup	2. Outline for presentation	2. April 30, 2013
3. Determine who will present	3. Coalition or workgroup	3. Agenda with Coalition Representation	3. May 31, 2013
4. Present information	4. Coalition representative	4. Documentation of presentation	4. June 30, 2013

**Notes:**

Pasco Community Health Improvement Plan with Alignment to State and National Goals

<b>Pasco CHIP</b>	<b>Florida State Health Improvement Plan (SHIP) <sup>1</sup></b>	<b>Healthy People 2020 <sup>2</sup></b>	<b>National Prevention Strategy: Priorities <sup>3</sup></b>
<p>Priority Area: Chronic Diseases. Goal: Promote healthy living to prevent chronic disease and conditions</p>	<p>Goal CD2: Increase access to resources that promote health behaviors.</p> <p>Goal CR1: Integrate planning and assessment processes to maximize partnerships and expertise of a community in accomplishing its goals.</p>	<p>Nutrition and Weight Status Physical Activity Substance Abuse Tobacco Use Mental Health Health Related Quality of Life &amp; Well-being</p>	<p>Tobacco Free Living Preventing Drug Abuse and Excessive Alcohol Use Healthy Eating Active Living</p>
<p>Priority Area: Chronic Diseases. Goal: Advocate and educate for healthier communities</p>	<p>Goal CD3: Reduce chronic disease morbidity and mortality.</p>	<p>Nutrition and Weight Status Physical Activity Substance Abuse Tobacco Use Mental Health Health Related Quality of Life &amp; Well-being</p>	<p>Tobacco Free Living Preventing Drug Abuse and Excessive Alcohol Use Healthy Eating Active Living</p>
<p>Priority Area: Improving Access to Care. Goal 1: Improve availability of services. Goal 2: Reduce barriers to services.</p>	<p>Goal AC2: Improve access to primary care services for Floridians.</p>	<p>Access to Health Services</p>	<p>Mental and Emotional Well-Being</p>
<p>Priority Area: Improving Access to Care. Goal 3: Inform, educate and empower residents to make health care decisions.</p>	<p>Goal AC3: Improve behavioral health services so that adults, children and families are active, self-sufficient participants living in their communities.</p>	<p>Mental Health and Mental Disorders</p>	<p>Mental and Emotional Well-Being</p>

## References

1. Florida State Health Improvement Plan 2012-2015, April 2012. Available at [http://www.doh.state.fl.us/Planning\\_eval/Strategic\\_Planning/SHIP/FloridaSHIP2012-2015.pdf](http://www.doh.state.fl.us/Planning_eval/Strategic_Planning/SHIP/FloridaSHIP2012-2015.pdf) Accessed May 1, 2013.
2. U.S. Department of Health and Human Services. Office of Disease Prevention and Health Promotion. Healthy People 2020. Washington, DC. Available at <http://www.healthypeople.gov/2020/default.aspx>. Accessed May 1, 2013.
3. National Prevention Council, *National Prevention Strategy*, Washington, DC: U.S. Department of Health and Human Services, Office of the Surgeon General, 2011. Available at <http://www.surgeongeneral.gov/initiatives/prevention/index.html> Accessed May 1, 2013.